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START-UP BUSINESS OF THE YEAR RECOGNIZED

BRAMPTON, ON: Brampton's Start-Up Business of the Year (SUBY) was awarded yesterday by the City of Brampton's Small Business Enterprise Centre. Practical Energy, which specializes in the retail of GeoThermal heating and cooling systems, was recognized during the Enterprise Centre's Annual Volunteer Appreciation Drop-In celebrations.

The purpose of the SUBY is to bring recognition to new small business owners in Brampton who have prepared thoroughly for their venture. The winner of the SUBY receives \$1500 in Gift Certificates from Shoppers World Brampton.

"It is wonderful to see the entrepreneurial spirit alive and well in Brampton," says Elaine Moore, Chair of the Economic Development and Communications Committee. "The owners of Practical Energy should be commended for their business savvy in promoting green technology."

The winner is selected from nominations submitted to the Enterprise Centre and is judged by local business professionals and staff from the City's Economic Development Office. To be eligible for a SUBY, a business must be:

- Launched in 2008 or 2009
- Brampton-based (home office, commercial or industrial location)
- Not a franchise or purchased business
- 10 or fewer employees

For more information about Practical Energy visit www.practicalenergy.ca.

It is hoped that the SUBY Awards will encourage more participation in the "Emerging Business" category of Brampton's Outstanding Business Achievement Awards. For more information about the Enterprise Centre visit www.brampton-business.com.

About Brampton: The 11th largest city in Canada, Brampton has a successful, well-diversified economy and is home to more than 8,000 businesses. The City continues to retain a Triple 'A' credit rating by Standard & Poor for the third consecutive year, reflecting its debt-free position, exceptional liquidity levels and excellent economy. The City's 2009 operating budget is \$400.8 million and approved funding for its overall capital program stands at \$700 million. Brampton celebrates its diverse population that represents people from more than 175 distinct ethnic backgrounds who speak over 70 different languages. Offering more than 6,000 acres of parkland, Brampton takes pride in being the Flower City of Canada and won the 2008 International Communities in Bloom competition. It is also the first city in the GTA and one of only 10 in North America to have been designated as an International Safe Community by the World Health Organization. For more information visit www.brampton.ca

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